Rep Order# EC'd Yes 6817863 Ver# 2 Status Returned Traffic Order# 102172 Showing Buylines: All Lines Last Received: Printed: 05/29/2012 9:22 AM 05/24/2012 3:56 PM

1 of

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Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ).DEM. CNG. CMP COMM.

Product DCCC

Estimate# 1192

Agency ( ) GREAT AMERICAN MEDIA 1010 WISCONSIN AVE NW, S#800 WASHINGTON, DC 20007 Agency C/P1/P2/E 11/14/1192 Flight Dates 10/30/2012 - 11/06/2012 Hiatus Weeks

Rep Firm Sales Office ( Salesperson (

Salesperson Phone# Salesperson FAX# ) PHILADELPHIA ) AMY MCCREARY 215-568-6540 215-568-1845

## \*=OS — CONTRACT COMMENT —

Phone# Fax#

Buyer

Katie Keuleman

PLEASE SEE LINES 37-39. THANKS! - REMARKS -

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Day	TU-F, M	TU,M	TU-TH, SU- M	TU,M	TU-E,M	TU,M	TU-F,M	TU,M	SA	SA	SU	SU
Time	5A-6A	5A-6A	TU-TH,SU- 430A-5A M	430A-5A	6A-7A	6A-7A	7A-9A	7A-9A	6A-7A	7A-9A	6A-7A	7A-8A
Program	WAKE UP WITH THE WAGNERS	WAKE UP WITH THE WAGNERS	WAKE UP EARLY W/THE WAGNERS	WAKE UP EARLY W/THE WAGNERS	WAKE UP WITH THE WAGNERS	WAKE UP WITH THE WAGNERS	TODAY SHOW	TODAY SHOW	NEWS 3 AT SUNRISE	SATURDAY TODAY	NEWS 3 AT SUNRISE	TODAY ON SUNDAY
Ľen	:30	:30	:30	:30	:30	÷30	:30	:30	: 30	:30	:30	:30
Rate	\$400.00	\$400.00	\$200.00	\$200.00	\$725.00	\$725.00	\$900.00	\$900.00	\$375.00	\$625.00	\$375.00	\$500.00
Dates	10/30-11/05	11/06-11/12	10/30-11/05	11/06-11/12	10/30-11/05	11/06-11/12	10/30-11/05	11/06-11/12	11/03-11/03	11/03-11/03	11/04-11/04	11/04-11/04
Spots/Week	ω <sub> </sub>	<u>د</u> س)	ហ	Ľ	10	⊭	20	н	N	46	12	N
型 (P O ) h	   	<u>,</u>	₽	٢	٢	I⊷r	Ь	₽	دد	ㅂ	₽	Ľ
Total Spots	CO (	卢	Cn	ь	10	₽	20	Þ	N	41	2	2
Total Cost	\$3,200.00	\$400.00	\$1,000.00	\$200.00	\$7,250.00	\$725.00	\$18,000.00	\$900.00	\$750.00	\$2,500.00	\$750.00	\$1,000.00
Daypart	·       											

<u>, 4</u>	. <u>α</u> ω	42	4 1	4.0	٠ <u>*</u> س	* &	*37	36	3 5	3.4	33	. 32	ယ္	30	}	Fax# LT Ln	Buyer Phone#	Station 1 Advertiser Product	Rep Order# EC'd Yes
SU	SU	SA	E	K	9 SA Station	8 TU-F,M Station	7 TU-F,M Station	SA	M'OL	TU-F,M	TU,M	TU-E,M	TU,M	TU-F,M	i ! !	Day		KSNV-TV CCCC	r# 6817863 ss
830P-930P	530P-830P	10P-11P	107-117	8P-10P	7P-8P Remark: V	730P-8P Remark: V	7P-730P Remark: 1	5P-630P	5P-630P	5P-630P	430P-5P	430P-5P	4P-430P	4P-430P		Time	man	KSNV-TV LAS VEGAS, NV. ( ).DEM. CNG. CMP COMM. DCCC	Ver#
NEWS AFTER NEL	P SUN NT FB: GB @ HOUSTON	LAW & ORDER: SVU	LAW & ORDER: SVU	THE VOICE	JEOPARDY/ WHEEL OF FOUND OF NA - JEOP/WHEEL	WHEEL OF FORTUNE V2 NOT NA - WHEEL 7-7:	JEOPARDY V2 NOT NA - JEOP 630-7P	KSNV EARLY NEWS	EARLY NEWS	EARLY NEWS	NEWS 4 AT 430P	NEWS 4 AT 430P	FIRST NEWS 3 AT FOUR	FIRST NEWS 3 AT FOUR		Program		V. P. COMM.	2 Status Returned
	TON				FORTUNE L 630-730P	730P	97 17					-	æ	<i>7</i> 9			Flight Dates Hiatus Weeks	Agency ( ) 1010 WJ WASHII	Traffic Or
:30	: 30	:30	:30	:30	:30	:30	 30	:30	:30	:30	:30	:30	:30	:30 `		Len		) GREAT WISCONS HINGTON	Traffic Order# 102172
\$1,600.00	\$10,000.00	\$1,200.00	\$3,200.00	\$4,000.00	\$525.00	\$1,300.00	\$1,300.00	\$675.00	\$1,200.00	\$1,200.00	\$725.00	\$725.00	\$725.00	\$725.00	; ; ;	Rate	10/30/2012 - 11/06/2012	( ) GREAT AMERICAN MEDIA 1010 WISCONSIN AVE NW, S#800 WASHINGTON, DC 20007 P1097F 11/14/1192	
11/04-11/04	11/04-11/04	11/03-11/03	10/31-10/31	11/05-11/05	11/03-11/03	10/30-11/05	10/30-11/05	11/03-11/03	11/06-11/12	10/30-11/05	11/06-11/12	10/30-11/05	11/06-11/12	10/30-11/05		Dates	12	EDIA #800	Printed: 05. Last Received: 05. Showing Buylines: All Lines
2	P.	2	12	,4	N	(Jī	<i>υ</i> 1	⊭	⊢	ហ	н	(J)	1-3	(Ji	-	Spots/Week	Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office ( Salesperson (	05/29/2012 9:22 AM 05/24/2012 3:56 PM Lines
j-ui		μ	Н	I-1 .	Н	<b>⊢</b>	Ь	٢	ļ	н	H	I¬	ר	Ľ		** ) O H	n Phone# n FAX#		:22 AM 56 PM
Ν.	ц	N	2	4	2	<b>(</b> J1	(J1	Н	<b> </b> 2	ហ	₽	Ü	⊣	υ	1 00 00 00 00 00 00 00 00 00 00 00 00 00	Total	215-568-6540 215-568-1845	) PHILADELPHIA ) AMY MCCREARY	
\$3,200.00	\$10,000.00	\$2,400.00	\$6,400.00	\$16,000.00	\$1,050.00	\$6,500.00	\$6,500.00	\$675.00	\$1,200.00	\$6,000.00	\$725.00	\$3,625.00	\$725.00	\$3,625.00		Total Cost	-6540 -1845	LPHIA CREARY	3 of 5

Daypart

Rep Order# EC'd Yes	6817863	Ver#	2 Status Returned	Traffic Order# 102172	er# 10217		Printed: 05/ Last Received: 05/ Showing Bnylines: All Lines	05/29/2012 9:22 AM 05/24/2012 3:56 PM Jines	2 AM 6 PM		4 of 5	
Station K Advertiser Product	SNV-TV LAS ( ).DEN DCCC	KSNV-TV LAS VEGAS, NV. c ( ).DEM. CNG. CMP COMM. DCCC		Agency ( 1010 W WASH	) GREAT VISCONSI	( ) GREAT AMERICAN MEDIA 1010 WISCONSIN AVE NW, S#800 WASHINGTON, DC 20007	EDIA 800	Rep Firm Sales Office ( Salesperson (		) PHILADELPHIA ) AMY MCCREARY	HIA EARY	
Estimate# Buyer Phone#	1192 Katie Keuleman	)an		Agency C/P1/P2/E Flight Dates Hiatus Weeks		11/14/1192 10/30/2012 - 11/06/2012	[2	Salesperson Phone# Salesperson FAX#	Phone# FAX#	215-568-6540 215-568-1845	340 345	
Fax# LT Ln	Day	Time	Program		Len	Ra Ct	Dates	Spots/Week	₩ <b>⊕</b> ο ⊨ • κ	Total Spots	Total Cost	Day
! !					!			-				Į
45	υs	10P-11P	LAW & ORDER		:30	\$900.00	11/04-11/04	N	ы		\$1,800.00	
:A 6	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE		:30	\$1,200.00	10/30-11/05	(J1	ь	ζn	\$6,000.00	
47	SA	11P-1135P	NEWS 3 NIGHTSIDE		:30	\$1,100.00	11/03-11/03	Н	şs	בין	\$1,100.00	
4.8	US	11P-1135P	NEWS 3 NIGHTSIDE		:30	\$1,100.00	11/04-11/04	H	₩	⊬	\$1,100.00	
49	TU-F,M	1135P- 1235A	TONIGHT SHOW W/ JAY LI	LENO	: 30	\$500.00	10/30-11/05		٢	œ	\$4,000.00	
50	TU-F,M	1235A- 135A	LATE NIGHT W/JIMMY FAILON	LLON	:30	\$250.00	10/30-11/05	, α	Н	ω	\$2,000.00	
51	SA	1130P-1A	SATURDAY NIGHT LIVE		:30	\$1,400.00	11/03-11/03	W	⊐	w	\$4,200.00	
52	SU	1135P-12A	SPORTS NIGHT IN LAS VI	VEGAS	30	\$400.00	11/04-11/04	<u>1-7</u>	щ	þai	\$400.00	
REPORT TOTALS Report Totals: 20	<i>'</i>	\$157,575.00		- - -								
—SALES MON	-SALES MONTHLY TOTALS	LS—									÷	
Nov 12:	\$ 1	\$157,575.00										
Sales Totals: 204 Station Totals: 20 Lines not sent/rci	/ \$1 04 / [d/rt	\$157,575.00 / \$157,575.00 rtrn: 0 / \$0.00	00									
COMPETITIVE-	1	Market Totals	\$525,250 CATV	TV 0%	KBLR	O & <sup>n</sup>	KINC 0%		24%	KSNV	30%	
			XXXX	NV 16%	KTUD	6-0-1 16-0	KVCW 2%	ĀMĀŠ	olo	KVVU	20%	

Daypart

Phone# Fax# Buyer Station KSNV-TV LAS'VEGAS, NV.

Advertiser ( ).DEM. CNG. CMP COMM.

Product DCCC Estimate# Katie Keuleman 1192 Agency ( ) GREAT AMERICAN MEDIA 1010 WISCONSIN AVE NW, S#800 WASHINGTON, DC 20007 Agency C/P1/P2/E 11/14/1192 Flight Dates 10/30/2012 - 11/06/2012 Hiatus Weeks Showing Buylines: All Lines Rep Firm Sales Office ( Salesperson ( Salesperson Phone# Salesperson FAX# 215-568-6540 215-568-1845

Rep Order# EC'd Yes

6817863

Ver# 2

Status Returned

Traffic Order# 102172

CASH IN ADVANCE

- CREDIT RISK -

Demos

Books

NOV12 RA35+

EST SHARES

--COMPETITIVE COMMENTS--

) PHILADELPHIA ) AMY MCCREARY

05/29/2012 9:22 AM 05/24/2012 3:56 PM

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Last Received: Printed: